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**PHILIPPINES**

## POPULATION, HEALTH & NUTRITION

### PRIVATE SECTOR MOBILIZATION FOR FAMILY PLANNING (PRISM) CHEMONICS INTERNATIONAL, INC.

#### PROJECT BACKGROUND

The last three decades of family planning products and services in the Philippines have been characterized by donor provision of subsidized contraceptives and dominance of the public sector in service provision. About 70 percent of the family planning products and services accessed by Filipinos in public sector facilities are free of charge. The bulk of these free modern contraceptive commodities are supplied by USAID and other donors. Such a tradition raises concerns for contraceptive sustainability in the Philippines. In an effort to promote contraceptive sustainability and wean the country from donor dependence for the supply of modern contraceptives, USAID recently made public its intention of engaging the private sector in the provision of modern family planning products and services as it proceeds to implement a contraceptive commodity support reduction plan in the country.

Studies indicate there is a continuing unmet market demand for family planning products and services which the public sector is not able to address. The 2003 National Health and Demographic Survey results reveal an unmet need for family planning of 17 percent. Studies likewise show there are Filipinos who have the ability to pay, particularly among working women of reproductive age. Today, about three in 10 users of modern contraceptives obtain their contraceptive supplies and services from the private medical sector. Research confirms that 15.6 percent of pill users and 14.5 percent of injectable users can afford to pay for these products but don't. This shows there is a market for modern contraceptives in the private sector and indicates the significant role the private sector can play in the provision of FP services and products.

As donors phase out their subsidy of the contraceptive market, the task of increasing the participation of the private sector in the provision of FP services and products is the focus of the **PRISM** project. Starting in October 2004 and running through September 2009, PRISM is a five-year initiative implemented by a consortium led by **Chemonics International, Inc.**

#### PROJECT OBJECTIVE

The **Private Sector Mobilization for Family Planning (PRISM)** project funded by USAID seeks to motivate and build the capacity of the private sector to market, sell, and distribute competitive family planning products and services.

#### PROGRAMS AND SERVICES

PRISM is set to provide a wide range of technical assistance, training, and local granting/subcontracting through select Filipino partners anchored on PRISM's mission to catalyze the private sector as a vibrant and dynamic partner of the Philippine government to meet the unmet demand for FP products and services and in significantly contributing to the USAID's strategic objective 3 of sustainably achieving the Filipino couples' desired family size.

PRISM interventions revolve around the achievement of expected results in three project components, as follows:

##### 1. The Workplace Initiatives Component

- Increased workplace support for and provision of FP services and commodities, FP counseling, motivation, and referrals for their workforces.
- Sustainable models of Workplace FP programs for gainfully employed women developed and implemented.

##### 2. The Market Development Component

- Introduction of new, low-priced, self-sustaining brands of oral contraceptive pills and injectables by manufacturers/importers supported.
- A healthy and competitive private sector market supply of FP products and services developed and maintained.

##### 3. The Private Practice Service Expansion Component

- Business value of FP services among midwives with self-sustaining private practices increased.
- Drug stores and pharmacists supported to increase contraceptive sales and to improve their advisory services at point of sale

#### ACCOMPLISHMENTS (AS OF DECEMBER 2004)

The project is in its mobilization phase, having just opened for business in October 2004. To date, a detailed work plan for the first year of project implementation has been completed and submitted to USAID. Development of the first year workplan included a two-day strategic planning workshop which involved input from over 100 project partners and stakeholders.



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